

Sub E7
1. (ONCE AMENDED) A point management system employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:
point issue means for issuing the points to the customer according to transactions performed by the customer;
point accumulation means for calculating and accumulating the issued points;
point notification means for notifying the customer of the point information comprising the issued points; and
customer identification means for identifying the customer according to the customer identification [data entered through a customer or store terminal],
wherein the point notification means [for notifying] notifies the customer [identified by the customer identification means] of the customer's [cumulative] point information before the customer carries out transactions.

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2. (ONCE AMENDED) [The] A point management system [according to claim 1], employing a computer comprising a customer terminal, for managing points issued to each customer who receives service according to the issued points, comprising:
point issue means for issuing the points to the customer according to transactions performed by the customer;
point accumulation means for calculating and accumulating the issued points;
point notification means for notifying the customer of point information comprising the issued points; and
customer identification means for identifying the customer according to the customer identification, wherein the point notification means notifies the customer of the [cumulative] point information as primary data through the customer terminal as soon as the customer terminal is turned ON.

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3. (ONCE AMENDED) [The] A point management system [according to claim 1], employing a computer comprising a store terminal, for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to the customer identification, wherein the point notification means notifies the customer identified by the customer identification means of the [cumulative] point information as primary data through the store terminal, and prior to the transactions.

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11. (ONCE AMENDED) [The] A point management system [according to claim 1] employing a computer for managing points issued to each customer who receives service according to the issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulation means for calculating and accumulating the issued points;

point notification means for notifying the customer of point information comprising the issued points; and

customer identification means for identifying the customer according to the customer identification, wherein the point notification means notifies the customer of the point information by one of [in] images, [by] voice, [or] and both, and prior to the transactions.

Please add the following new claims:

40. (NEW) The point management system according to claim 1, wherein the point notification means notifies the customer of the point information as primary data of a transaction.

41. (NEW) The point management system according to claim 1, wherein the point notification means further comprises communication means for notifying the customer of the point information in off-hours using communication circuits.

42. (NEW) The point management system according to claim 41, wherein the communication means supplies the customer with information and services concerning the point information by one of a terminal and a bidirectional television display.

43. (NEW) The point management system according to claim 41, wherein the communication means is installed in one of a cart and a videocart equipped with a display screen device and notifies the customer of one of the point information and specific commodity point information sent to a specific area.

44. (NEW) The point management system according to claim 41, wherein the communication means is installed in a cart and notifies the customer of the point information.

45. (NEW) The point management system according to claim 1, wherein the point notification means further comprises data processing means for notifying the customer of the point information by one of images, voice, and both.

46. (NEW) The point management system according to claim 45, wherein the data processing means displays a graph of cumulative points and target points.

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47. (NEW) The point management system according to claim 45, wherein the data processing means displays the target points as a whole of a given screen area and cumulative points as an area proportional to target points area with one of a different color, a different brightness, and a different color and a different brightness.

48. (NEW) The point management system according to claim 45, wherein the data processing means displays target points of an object requested by the customer as an area and cumulative points as a proportional part of the target points area with one of a different color and a different brightness.

49. (NEW) The point management system according to claim 45, wherein the data processing means sets an area for target points of an object requested by the customer and displays part of the area in proportion to cumulative points.

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50. (NEW) The point management system according to claim 45, wherein the data processing means comprises service contents storage means for storing a list of types of services and corresponding points, and according to a request from the customer reads out the list data to the customer.

51. (NEW) The point management system according to claim 45, wherein the data processing means stores information of one of specific customers, information of groups, and specific customers and information groups.

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52. (NEW) The point management system according to claim 1, wherein the point notification means further comprises service contents storage means for selecting a range of services available for

cumulative points of the customer, and notifies the customer of the selected services.

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53. (NEW) The point management system according to claim 52, wherein the service contents storage means stores the point information comprising target points for a service requested by the customer, the customer's cumulative points, and shortage points relative to the customer's target.

Sub E2
54. (NEW) A point management system employing a computer for managing points issues to each customer who receives service according to issued points, comprising:

point issue means for issuing the points to the customer according to transactions performed by the customer;

point accumulating means for calculating and accumulating the issued points;

point storing means for storing point information comprising the issued points for each customer identification;

point notification means for notifying the customer of the point information; and

customer identification means for identifying the customer according the customer identification,

wherein the point notification means notifies the customer of the point information before the customer carries out transactions.

55. (NEW) The point management system according to claim 54, wherein computer comprises a customer terminal, and wherein the point notification means notifies the customer of the point information as primary data as soon as the customer terminal is turned ON.

Sub E3
56. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving

service according to the issued points, said point management system comprising:

means for accumulating points issued to each, respective customer; and

means for notifying each customer of the points issued to each, respective customer before each, respective customer carries out a transaction.

57. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management system comprising:

means for accumulating points issued to each, respective customer; and

means for notifying on the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

58. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management system comprising:

means for accumulating points issued to each, respective customer; and

means for notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data through the store terminal, and prior to transactions performed by the customer.

59. (NEW) A point management system comprising a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising and said point management system comprising:

means for accumulating points issued to each, respective customer; and

means for notifying each, respective customer of the points issued to each, respective customer by one of images, voice, and both, and prior to transactions performed by the customer.

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60. (NEW) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer; and

notifying, by the computer, each customer of the points issued to each, respective customer before each, respective customer carries out a transaction.

61. (NEW) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a customer terminal and said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer; and

notifying by the customer terminal each, respective customer of the points issued to each, respective customer as primary data as soon as the customer terminal is turned ON.

62. (NEW) A point management method of a computer and managing points issued to each customer, each customer receiving service according to the issued points, said computer comprising a store terminal and said point management method comprising the steps of:

accumulating, by the computer, points issued to each, respective customer; and